JOB DESCRIPTION OF DEPUTY MANAGER, PUBLIC RELATIONS

Key Responsibilities

- Establish and maintain relationships with journalists, media houses, influencers, and stakeholders.
- Maintain and regularly update the organization's media database and contact lists.
- Support the implementation of communication and media strategies across traditional and digital platforms.
- Draft, edit, and manage press releases, speeches, media notes, newsletters, articles, and other communication materials.
- Pitch stories, press releases, and feature ideas to English, Hindi and vernacular media outlets.
- Develop and manage strategic media partnerships.
- Coordinate press conferences, media briefings, events, and campaigns as required.
- Monitor media coverage and prepare analytics, metrics, and PR performance reports.
- Coordinate and prepare monthly and quarterly reports for clients.
- Conduct media research and identify new experts, guests, and influencers for engagement opportunities.
- Manage social media communication in coordination with marketing and communications teams.
- Ensure consistent brand messaging across all communication channels.
- Handle public and media queries and support crisis communication activities when required.
- Support internal communication and employee engagement initiatives.
- Stay updated on media trends, communication practices, and industry developments.
- Attend and cover events as applicable.
- Perform other duties and special projects as assigned.

Required Skills

- Strong written and verbal communication skills.
- Media relations and networking ability.
- Crisis management and problem-solving skills.
- Content writing and storytelling.
- Presentation and interpersonal skills.
- Knowledge of digital PR and social media platforms.
- Organizational and multitasking abilities.

Please share resume at: contact@pmspl.net.in